



DEVELOPING PUBLIC HEALTH AWARENESS CAMPAIGNS

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2019 Campaigns



- Rx Prevention – Phase 4
- Overdose Prevention
- Treatment and Recovery
 - Journey Recovery Project
 - MAT/My Path
 - Substance Use Helpline
- Marijuana
 - Youth Prevention
 - Adult Use (Harm Reduction)
- Problem Gambling
- Vaping
 - Youth
 - Parent
- WIC Recruitment
- Safe Sleep
- Healthy Relationships (Teens)
- Hypertension
- Prostate Cancer
- Stroke
- Care that Fits You
- Mosquito and Tick Prevention
- Organ Donor
- Preparedness Month

Currently in Development



- Revising/Expanding existing campaigns
 - Spanish language adaptation of My Path My Recovery
 - State without Stigma
 - Stop Addiction Before It Starts
 - Vaping Awareness
 - Mosquito-borne Illness
- Reducing Stigma Behavioral Health Issues
- Access to Comprehensive Reproductive Health Services

Development Process



- Determine goal and target audience(s) based on data and emerging trends
- Conduct formative research
- Develop creative approach and potential concepts
- Test, revise, and test again
 - Considerations: geographic, ethnicity, income, age etc.
- Secure all necessary approvals
- Launch, monitor, and optimize performance

Opioid Recovery –Initial Concepts



I AM *doing what works for me*
IN RECOVERY

Recovery Coach • Therapy • Self-help

Kelly, 46

**Discover your path
to recovery**

Treatment is different for everyone.

**My Path
My Recovery**


**Medication and counseling
works for me.**

– Brett, 32

Final Concept




**My Path
My Recovery**



Medication, counseling,
and a support network
work for me.
— Chris, in recovery
from heroin

Find what works for you.


**My Path
My Recovery**



Counseling, peer support,
and 12-step work for me.
— Donna, in recovery
from opioid addiction

Find what works for you.

**My Path
My Recovery**



Medication, one-on-one
counseling, and family
support worked for me.
— Julio, in recovery
from addiction

Find what works for you.

Youth Vaping- Initial Concepts

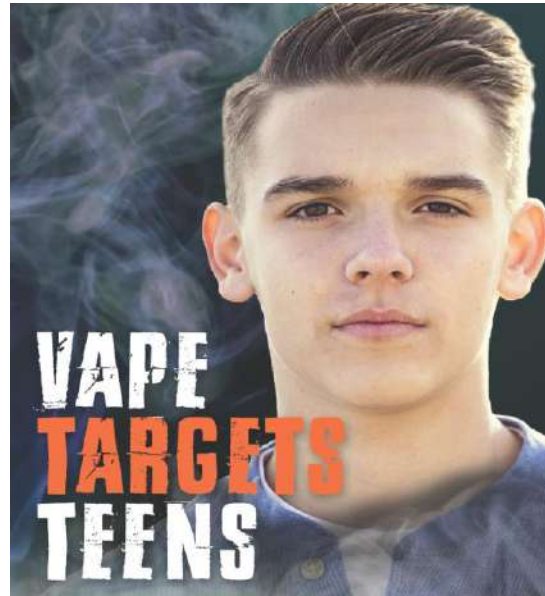


Don't Get Sucked In

SHUT OUT VAPE!

- ✓ Vapes have fruit and candy flavors to hide the taste of nicotine.
- ✓ Nicotine is the addictive chemical that makes vaping hard to quit.
- ✓ Nicotine changes the way your brain works—it can make you anxious and cause mood problems.


ShutOutVape.org  [@ShutOutVape](https://www.instagram.com/ShutOutVape)  Massachusetts Department of Public Health



VAPE TARGETS TEENS

STAND UP TO VAPE!

- ✓ Cigarette makers own and invest in vape companies.
- ✓ Vape companies use sweet flavors to attract teens and hide the taste of nicotine.
- ✓ Nicotine is the addictive chemical in vapes that makes them very hard to quit.

StandUpToVape.org  [@StandUpToVape](https://www.instagram.com/StandUpToVape)  Massachusetts Department of Public Health

VAPES & CIGARETTES

Different Products. **Same Dangers.**



GET THE FACTS!

- ✓ Some vape pods have as much nicotine as a pack of cigarettes.
- ✓ E-juices have chemicals that can cause cancer.
- ✓ Vapes contain nicotine, an addictive chemical that is very hard to quit.
- ✓ Cigarette makers own and invest in vape companies.

SameDangers.org  [@SameDangers](https://www.instagram.com/SameDangers)  Massachusetts Department of Public Health

Youth Vaping- Final Concept



VAPES AND CIGARETTES

Different products. Same dangers.

ADDICTION

NICOTINE

CANCER-CAUSING CHEMICALS

GET THE FACTS

Some vape pods have as much nicotine as 20 cigarettes.

It's not water vapor— aerosol from vaping has cancer-causing chemicals.

Nicotine can harm your brain, including your memory and ability to learn.

If you vape, you are 4 times more likely to smoke cigarettes.

mass.gov/vaping @GetTheVapeFacts

Massachusetts Department of Public Health

Cultural Adaptations



Para ayudar a proteger
a sus hijos, hableles
sobre los opioides.

PARE
La Adicción
ANTES DE QUE COMIENCE

Aprenda qué puede decir...

**Usted siempre ha
protegido a sus hijos.**



**Inicie la
conversación.**

*"Los opioides recetados
son **muy adictivos**!"*

*"Puedes hacerte adicto incluso
si tienes **una receta**!"*

*"Puedes sufrir una sobredosis de
opioides recetados, **al igual que
con la heroína**!"*

Muchos adolescentes piensan que los
opioides recetados como Percocet®,
OxyContin® y Vicodin® son más seguros
que las drogas ilegales.*

(Spanish) SA5801
January 2018

**No existe un
momento "perfecto"**

Aproveche los momentos
cotidianos, como cuando van
juntos a algún sitio. Para iniciar
la conversación, haga referencia
a una noticia acerca de una
adicción a opioides, un programa
de televisión o una película o algo
que sucedió en su comunidad.

Puede preguntar lo siguiente:

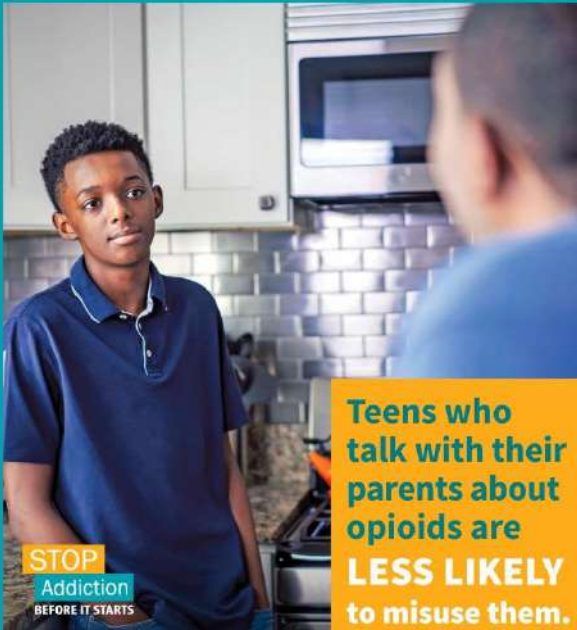
**"¿Tienes alguna
pregunta
acerca de eso?"**



Adaptations



Talk EARLY & OFTEN ABOUT OPIOIDS



STOP
Addiction
BEFORE IT STARTS

Learn what you can say:
mass.gov/StopAddiction

A message from the Massachusetts Department of Public Health



Now's the time to talk about opioids.

Learn what you can say: mass.gov/StopAddiction

STOP Addiction
BEFORE IT STARTS



There's no perfect time to talk about opioids.

Learn what you can say: mass.gov/StopAddiction

STOP Addiction
BEFORE IT STARTS




Narcan- Phase 1 & 2



IF YOU SEE AN
OVERDOSE
CALL 911

THE LAW *PROTECTS* YOU.

mass.gov/MakeTheRightCall




CARRY NALOXONE
CALL 911

STOP AN OVERDOSE

If you know someone who could overdose from pain meds or heroin, ask your pharmacist about getting Naloxone today.

During an overdose, don't be afraid to call 911. The law protects you.
You could SAVE A LIFE.

 mass.gov/MakeTheRightCall

EA2582

Narcan



SAVE A LIFE

Stop an Overdose with Narcan®



Fentanyl is deadly and has been found in heroin, cocaine, counterfeit pills, and other street drugs.

Call 911 for help.

Learn how to use Narcan® and where to get it at mass.gov/narcan or call 1-800-327-5050



Dissemination



Varies based on target audience and budget

- Social and Digital Media
 - Facebook/Insta/Snap
 - YouTube
 - Google
 - Targeted websites
- Streaming services
 - Video (Hulu)
 - Radio (Spotify)
- TV
 - Broadcast
 - Cable
 - OnDemand
- Radio
- Out of Home
 - Transit (buses, trains, stations, shelters)
 - Billboards
 - Convenience Stores
 - Check cashing
 - Trash cans
- DOT Billboards
- Clearinghouse
- Material distribution to targeted partners

Measuring Success



- Changing landscape allows for detailed metrics
 - Number of impressions
 - Engagement with social media
 - Number of click throughs
 - Traffic flow through website
 - Time spend on webpage
 - All DPH campaigns consistently perform at or above industry standards

Questions?

